Abstract

Systems and methods are provided for identifying and/or measuring usage of media data gathered at a user location using remote decoding and/or pattern matching techniques. A data set is formed based on the media data, which includes some, but not all, of the information represented by the media data. The data set is communicated to a remotely located processing system for detecting a code based on the data set and/or conducting a pattern matching process based on the data set.

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